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## INFLUENCE OF PACKAGING ON CONSUMER BUYING BEHAVIOUR OF TECNO PHONES IN YENAGOA METROPOLIS

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**ABSTRACT :** *The general objective of this study is to identify the influence of packaging on consumer buying behavior of Tecno Phone in Yenagoa, Bayelsa State. The researcher adopted descriptive research design for the study. Data were collected from both primary and secondary sources. The population of this study is both the consumers and customers of Techno Phones, as such, it is an infinite population. Sample size of 270 was determined using Fred Williams' formula which is appropriate for non-finite population. Judgmental sampling technique was adopted. The reliability of the study instruments was calculated with test and retest variables, the coefficient of the correlation was determined at 83% and this indicated a strong relationship. Questionnaire and oral interview was the instruments used for data collection. The researcher made use of tables, simple percentages, text, and charts in the presentation of data. The hypotheses were tested using chi-square statistical tools at 5% level of significance and four degrees of freedom. Data analysis was conducted with the aid of statistical package for social sciences. The following findings were made after the analyses (1) packaging has significant influence on consumers' buying behavior of Tecno phones. (2) Pack colour had significant effect on consumers' attractiveness of Tecno Phones. (3) Labeling has significant effect on consumers' patronage of Tecno Phone. (4) Product design had significant effect on consumers' preference of Tecno Phone and (5) Pack aestheticness has significant effect on consumers' loyalty of Tecno Phone. Based on the findings, the study recommends that Tecno Phone should use adequate packaging so as to stimulate their customers.*

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### INTRODUCTION

Consumers today are faced with an ever increasing number of products. According to Belch and Belch (1999), the average supermarket holds approximately 20,000 products that are competing to attract the consumers' attention. Keller (2008) expresses a similar opinion when he states that consumers are faced with more than 10,000 choices within a 30-million shopping session. With so many options available just before a purchase decision is made, the product packaging is one of the best marketing tools companies can use to sell products. The vital function of packaging comes out clearly in the environment of self-services stores where sales have to be dependent on the strength of packaging.

This is achieved by designing a package to attract consumer's about the product, so as to provide the on-the-spot persuasion and incentive that is often vital to make sales or required to propel consumers into buying. Packaging element such as pack colour, material, and size

etcetera becomes an ultimate selling proposition, which stimulates impulse buying behavior. According to Rundh (2005) package appeals consumer's perceptions about product. Moreover, packaging conveys distinctive value to products and works as an instrument for differentiation, and helps consumers to decide the product from the wide range of parallel products. (Underwood, 2003; Silayoi, Speece, 2000 & Farley and Armstrong, 2007).

However, in order to create the 'right' packaging for a product, marketers must understand the consumer buying process and where packaging becomes a variable that can influence the purchase decision. They must also understand what factors can influence buying behavior and what packaging elements are most important to compel the consumer to purchase.

### **Statement of the Problem**

It is time that companies realized that they lived in a marketplace and thus the need to package their products and services to captivate the affection of the potential consumers. Consumers tend to appreciate goods that have good packaging. Size, colour, design, label, of products affect consumers' behaviour and tilt to their choice of products. Consumers in a market with large number of competitors and high discount of products and service, high advertisement spending and a product brand must be packaged such that the consumers will admire and be comfortable with the product, thus leading to success and profitability of the firm.

The consumer buying behaviour is affected if those elements of packaging are lacking. The absence of these elements depreciates the consumer's decision over the purchase of a product. In other words the value of a product is rated to the packaging in its package. "A well packaged product sells itself" (Lyoyd 2003). To what extent do packaging elements influence consumer choice of a product? A phenomena which has largely placed firms in situations which are sometimes difficult to deal with based on the consumers behaviour towards the packaging strategy used in the market competition. Consumers always have factors that affect their purchase offering, value is lost because sellers cannot accurately determine what consumers are willing to pay for in a product features and attributes.

### **Objectives of the Study**

The general objective of this study was to evaluate the significant influence of packaging on consumer's buying behaviour.

#### **The specific objectives were:**

1. To determine the significant effects of pack colour on consumer's attractiveness to Tecno Phones in Yenagoa Metropolis.
2. To examine the significant effects of labeling on consumer's patronage of Tecno Phones in Yenagoa Metropolis.
3. To evaluate the extent to which product design affects consumer's preference for Tecno Phones in Yenagoa Metropolis
4. To determine the significant effects of pack aestheticness on consumer's loyalty to Tecno phones in Yenagoa Meropolis.

### **Research Hypotheses**

**H<sub>0</sub>:** Packaging does not have significant influence on consumer's buying behaviour of Tecno phones in Yenagoa Metropolis.

**H<sub>i</sub>:** Packaging has significant influence on consumer's buying behaviour of Tecno Phone in Yenagoa Metropolis.

**H<sub>0</sub>:** Pack colour does not have significant effect on consumer's attractiveness to Tecno Phones in Yenagoa Metropolis.

**H<sub>i</sub>:** Pack colour has significant effect on consumer's attractiveness to Tecno Phones in Yenagoa Metropolis.

**H<sub>0</sub>:** Labeling does not have significant affect consumer's patronage of Tecno Phones in Yenagoa Metropolis.

**H<sub>i</sub>:** Labeling has significant effect on consumer's patronage of Tecno Phone in Yenagoa Metropolis.

**H<sub>0</sub>:** Product design does not have significant effects on consumer's preference of Tecno Phones in Yenagoa Metropolis.

**H<sub>i</sub>:** Product design has significant effect on consumer's preference of Tecno Phones in Yenagoa Metropolis.

**H<sub>0</sub>:** Pack aestheticness does not have significant effects on consumer's loyalty to Tecno Phones in Yenagoa Metropolis.

**H<sub>i</sub>:** Pack aestheticness has significant effect on consumer's loyalty to Tecno Phones in Yenagoa Metropolis.

## **RESEARCHER METHODOLOGY**

The research objectives and problems of this study have to a reasonable extent determined the method employed in the research. The research is set to analyze the influence of packaging on consumer buying behaviour. Thus, the use of survey research method was considered logical to be employed for this study. This chapter consists of the following: research design, area of study, sources of data, population of the study, sample size determination, sampling techniques, methods of data collection, validity and reliability of research instrument and data presentation and analysis.

### **Research Design**

The researcher used descriptive research design. The researcher carried out a descriptive survey of opinion of respondents on the influence of packaging on consumer buying behavior in Tecno Phones distribution outlets in Yenagoa. By survey research method, we mean that task of asking questions in order to acquire information from the population understudy. It has to do with drawing up a set of questions on various subjects or on various aspect of a subject to which selected members of a population is expected to react to. This method often generates both qualitative and quantitative elements and generates hypothesis and ultimately concepts and theory (Strauss, 1990: 50). Questionnaire is the survey research design of this study. The questionnaire in this study is carefully structured and designed in other to achieve the objectives of the study.

### **Area of Study**

The area of study is Yenagoa metropolis of Bayelsa State. The study was carried in Yenagoa Local Government Area of Bayelsa State. Yenagoa is the capital of Bayelsa State,

south-south Nigeria. It lies at the intersection of roads from Porthacourt and Warri . An agricultural trade center (yams, fish, cassavas, rice and palm oil and kernels). It is located at latitude 6<sup>0</sup>20 north and 8<sup>0</sup>06 east. The university is located 35km away from the town. It has the population of 79, 280 (national population commission, 2006).

### Population of the Study

The study made use of non-finite population (consumers and customers of Tecno Phone in Yenagoa metropolis). Population refers to an entire group of individuals, events or objects having common characteristics that can be observed and measured (Yin, 2003).

### Determination of the Sample Size

The sample size was determined by pilot survey because of the infinite nature of the study. In the pilot survey, 120 persons were randomly asked if they made use Tecno Phone. 90 persons admitted to have used it while 30 persons maintained that they had not. These variables were used in determining the values for p and Q, as required in the Fred and Williams' formula for non-finite population. The formula states thus:

$$n = \frac{Z^2 PQ}{e^2}$$

Where

Z = critical value = 1.96

P = probability of success

Q = probability of failure

e = error margin 5%

n= required sample size

Given that Z = 1.96

(90/120)

P=0.75

(30/120)

Q = 0.25

$$n = \frac{(1.96)^2 \times 0.75 \times 0.25}{(0.05)^2}$$

$$n = \frac{3.8416 \times 0.75 \times 0.25}{0.0025}$$

$$n = \frac{0.7203}{0.0025}$$

n = 288.12

The sample size of this study is approximately two hundred and eighty-eight (288)

### Validity of the Study Instrument

In other to ensure that the study instruments were well prepared both in content and context, the initial copies of the questionnaires were given to colleagues and other scholars in

the marketing department. Their supports, opinions were reflected on the research instrument's that were finally developed.

**Reliability of Study Instrument**

The reliability test adopted in this research work was Test-Retest reliability; which refers to administering the same test instrument to the same targeted group, representing about 10% of the sample size on two occasions and correlated the paired shares (Agha, 2011). Five point likert scales was used. The test and retest method of reliability and the coefficient of the mean variable of the test and retest were 83% and this indicated a strong relationship. As such, the respondents were relied upon

**Data Presentations and Analyses**

Data collected through descriptive design using survey method, was further analyzed using statistical formulas like percentage, tables, bar carts, chi-square (x<sup>2</sup>) simple text and statistical package for social science (SPSS).

$$\text{Chi square } (x^2) = \sum \frac{(F0 - Fe)^2}{Fe}$$

Where

∑ = Summations of frequencies

Fo = Observed frequencies

Fe = Expected frequencies

X<sup>2</sup> = The sum of the quantities which we obtained by dividing the squared differences. The expected frequency (e) is the mean of the observed frequency. It enables one to know how much deviation is based on mean.

**Analysis of Findings**

**Test of Hypotheses 1**

H<sub>01</sub>: Packaging does not have significant influence on consumer's buying behaviour of Tecno Phones in Yenagoa Metropolis.

H<sub>A1</sub>: Packaging has significant influence on consumer's buying behaviour of Techno Phones in \ Yenagoa Metropolis.

			Respondent					
			1.00	2.00	3.00	4.00	5.00	Total
Response	1.00	Count	5	20	5	20	40	90
			5.6%	22.2%	5.6%	22.2%	44.4%	100.0%
	0	% within Responses	26.3%	37.0%	26.3%	36.4%	32.5%	33.3%
			1.9%	7.4%	1.9%	7.4%	14.8%	33.3%
	%	within Responses						

**% of Total**

<b>2.0 Count</b>	<b>14</b>	<b>34</b>	<b>14</b>	<b>35</b>	<b>83</b>	<b>180</b>
	<b>7.8%</b>	<b>18.9%</b>	<b>7.8%</b>	<b>19.4%</b>	<b>46.1%</b>	<b>100.0%</b>
<b>0 % within Responses</b>	<b>37.7%</b>	<b>63.0%</b>	<b>37.7%</b>	<b>63.6%</b>	<b>67.5%</b>	<b>66.7%</b>
	<b>5.2%</b>	<b>12.6%</b>	<b>5.2%</b>	<b>13.0%</b>	<b>30.7%</b>	<b>66.7%</b>

**% within Responses**

**% of Total**

<b>Total</b>	<b>2.0 Count</b>	<b>19</b>	<b>54</b>	<b>19</b>	<b>55</b>	<b>123</b>	<b>270</b>
		<b>7.0%</b>	<b>20.0%</b>	<b>7.0%</b>	<b>20.4%</b>	<b>45.6%</b>	<b>100.0%</b>
	<b>0 % within Responses</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>
		<b>7.0%</b>	<b>20.0%</b>	<b>7.0%</b>	<b>20.4%</b>	<b>45.6%</b>	<b>100.0%</b>
	<b>% within Responses</b>			<b>7.0%</b>	<b>45.6%</b>		

**% of Total**

**Responses \* Respondent Cross Tabulation  
Case Processing Summary**

	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Responses *	270	100.0%	0	0.0%	270	100.0%

Respondent

**Chi-Square Test**

	value	Df	Asymptotic Significance W (2-sided)
Pearson Chi-Square	11.439 <sup>a</sup>	4	.837
Likelihood Ratio	11.465	4	.833
Linear-by-Linear Association	0.001	1	.975
N of Valid Cases	270		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.33.

The decision rule states that the null hypotheses should be rejected if the calculated value is greater than the critical/table value or do not reject the null hypothesis if the critical value is greater than calculated value. From the above calculations, the calculated value is 11.465 while the critical value is 9.488 at 5% level of significance and 4 degrees of freedom. This reveals that the calculated value is greater than the critical value. Based on this, we rejected the null hypothesis and conclude that packaging has significant influence on consumer buying behaviour of Tecno phones in Yenagoa metropolis.

**Test of Hypothesis 2**

**H<sub>02</sub>:** Pack colour does not have significant effect on consumer’s attractiveness to Techno Phones in Yenagoa Metropolis.

**H<sub>A2</sub>:** Pack colour has significant effect on consumer’s attractiveness to Techno Phones in Yenagoa Metropolis

		Respondent					
		1.00	2.00	3.00	4.00	5.00	Total
Response	1.00 Count	10	20	10	25	30	90
		11.1%	16.7%	11.1%	27.8%	33.3%	100.0%

	0 % within Responses	52.6%	38.5%	29.8%	29.8%	31.9%	33.3%
		3.7%	5.6%	9.3%	9.3%	11.1%	33.3%
	% within Responses						
	% of Total						
2.00	Count	9	24	24	59	64	180
		5.0%	13.3%	13.3%	32.8%	35.6%	100.0%
	0 % within Responses	47.4%	61.5%	70.6%	70.2%	68.1%	66.7%
		3.3%	8.9%	8.9%	21.9%	23.7%	66.7%
	% within Responses						
	% of Total						
Total	Count	19	39	34	84	94	270
		7.0%	14.4%	12.6%	31.1%	34.8%	100.0%
	0 % within Responses	100.0	100.0%	100.0	100.0	100.0%	100.0%
		%	14.4%	%	%	34.8%	100.0%
	% within Responses	7.0%		12.6%	31.1%		
	% of Total						



**Case Processing Summary**

		Case					
		Valid		Missing		Total	
		N	Percent	N	Percent	N	Percent
Responses	*	270	100.0%	0	0.0%	270	100.0%
Respondent							

**Chi-Square Test**

	Value	Df	Asymptotic
			Significance
			W (2-sided)
Pearson Chi-Square	14.448 <sup>a</sup>	4	.349
Likelihood Ratio	4.252	4	.373
Linear-by-Linear			
Association	2.323	1	.127
N of Valid Cases			
270			

b. 0 cells (0.0%) have expected count less than 5.  
The minimum expected count is 6.33.

**Decision Criteria**

The decision rule states that the null hypotheses should be rejected if the calculated value is greater than the critical/table value or do not reject the null hypothesis if the critical value is greater than calculated value. From the above calculations, the calculated value is 14.448 while the critical value is 9.488 at 5% level of significance and 4 degree of freedom. This reveals that the calculated value is greater than the critical value. Based on this, we rejected the null hypothesis and conclude that pack colour has significant effect on consumer attractiveness to Tecno Phones in Yenagoa metropolis.

**Test of Hypotheses 3**

**H<sub>03</sub>:** Labeling does not have significant affect consumer’s patronage of Techno Phones in Yenagoa Metropolis.

**H<sub>A3</sub>:** Labeling has significant effect on consumer’s patronage of Tecno Phones in Yenagoa Metropolis.

		Respondent					
		1.00	2.00	3.00	4.00	5.00	Total
Response	1.00 Count	5	24	16	10	35	90
		5.6%	26.7%	17.8%	11.1%	38.9%	100.0%
0 %	within Responses	35.7%	63.2%	45.7%	13.5%	32.1%	33.3%
		1.9%	8.9%	5.9%	3.7%	13.0%	33.3%
%	within Responses						
	% of Total						
	2.00 Count	9	14	19	64	74	180
		5.0%	7.8%	10.6%	35.6%	41.1%	100.0%
0 %	within Responses	64.3%	36.8%	54.3%	86.5%	67.9%	66.7%
		3.3%	5.2%	7.0%	23.7%	27.4%	66.7%
%	within Responses						
	% of Total						
Total	Count	14	38	35	74	109	270
		5.2%	14.4%	13.0%	27.4%	40.4%	100.0%
0 %	within Responses	100.0	100.0%	100.0%	100.0%	100.0%	100.0%
	%		14.1%	13.6%	27.4%	40.4%	100.0%
%	within Responses	5.2%					
	% of Total						

**Case Processing Summary**

Case

	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Responses	270	100.0%	0	0.0%	270	100.0%

\*

Respondent

**Chi-Square Test**

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	26.614 <sup>a</sup>	4	.000
Likelihood Ratio	26.640	4	.000
Linear-by-Linear		1	.037

**Respondent**

	1.00	2.00	3.00	4.00	5.00	Total
Response Count	5	25	15	10	35	270
	5.6%	27.8%	16.7%	11.1%	38.9%	
	35.7%	64.1%	27.8%	15.6%	35.4%	

0 %

within

Responses	1.9%	9.3%	5.6%	3.7%	13.0%
%					
within					
Responses					
% of					
Total					
2.00	9	14	39	54	64
Count					
	5.0%	7.8%	21.7%	30.0%	35.6%
	64.3%	35.9%	72.2%	84.4%	64.6%
0 %					
within	3.3%	5.2%	14.4%	20.0%	23.7%
Responses					
%					
within					
Responses					
% of					
Total					
Total	14	39	54	64	99
Count					
	5.2%	14.4%	20.0%	23.7%	36.7%
	100.0%	100.0%	100.0%	100.0%	100.0
0 %					
within	5.2%	14.1%	20.0%	23.7%	36.7%
Responses					
%					
within					
Responses					
% of Total					
Association					
N of Valid Cases					

A 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.33.....

**Decision Criteria**

The decision rule states that the null hypotheses should be rejected if the calculated value is greater than the critical/table value or do not reject the null hypothesis if the critical value is greater than calculated value. From the above calculations, the calculated value is 26.61 while the critical value is 9.488 at 5% level of significance and 4 degree of freedom. This reveals that the calculated value is greater than the critical value. Based on this, we rejected the null hypothesis and conclude that labeling has significant effect on consumer patronage of Tecno Phones Yenagoa metropolis.

**Test Hypotheses 4**

**H<sub>04</sub>:** Product design does not have significant effect on consumer’s preference of Tecno Phones in Yenagoa Metropolis

**H<sub>A4</sub>:** Product design has significant effect on consumer’s preference of Tecno Phones in Yenagoa Metropolis.

**Responses \* Respondent Cross Tabulation**

**Case Processing Summary**

		Case					
		Valid		Missing		Total	
		N	Percent	N	Percent	N	Percent
Responses	*	270	100.0%	0	0.0%	270	100.0%

Respondent

**Chi-Square Test**

	Value	Df	Asymptotic Significance W (2-sided)
Pearson Chi-Square	30815 <sup>a</sup>	4	.000
Likelihood Ratio	31.739	4	.000
Linear-by-Linear			

Association	9.299	1	.002
N of Valid Cases	270		

a. 1cells (0.0%) have expected cunt less than 5. The minimum expected count is 4.67

### Decision Criteria

The decision rule states that the null hypotheses should rejected if the calculated value is greater than the critical/table value or do not reject the null hypothesis if the critical value is greater than calculated value. From the above calculations, the calculated value is 30.815 while the critical value is 9.488 at 5% level of significance and 4 degrees of freedom. This reveals that the calculated value is greater than the critical value. Based on this, we rejected the null hypothesis and conclude that product design has significant effect on consumer preference of Tecno phones in Yenagoa metropolis.

### Test of Hypotheses 5

**H<sub>05</sub>:** Pack aesthichness does have significant effect on consumer's loyalty to Tecno Phone in Yenagoa Metropolis.

**H<sub>A5</sub>:** Pack aesthichness has significant effect on consumer's loyalty to Tecno Phones in Yenagoa Metropolis.

### Responses \* Respondent Cross Tabulation

		Respondent					
		1.00	2.00	3.00	4.00	5.00	Total
Response	1.00 Count	16	16	10	18	30	90
		17.8%	17.8%	11.1%	20.0%	33.3%	100.0%
	0 % within Responses	38.1%	40.0%	23.8%	35.7%	35.7%	33.3%
		5.9%	5.9%	3.9%	11.1%	11.1%	33.3%
	% within Responses						
	% of Total						
	2.00 Count	26	24	32	44	54	180
		14.4%	13.3%	17.8%	24.4%	30.0%	100.0%
	0 % within Responses	61.9%	60.0%	76.2%	71.0%	64.3%	66.7%
		9.6%	8.9%	11.9%	16.3%	20.0%	66.7%
	% within Responses						

**% of Total**

<b>Total</b>	<b>Count</b>	<b>42</b>	<b>40</b>	<b>42</b>	<b>62</b>	<b>84</b>	<b>270</b>
		15.6%	14.8%	15.6%	23.0%	31.1%	100.0%
<b>0 % within Responses</b>		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		15.6%	14.8%	15.6%	23.0%	31.1%	100.0%

**% within Responses**

**% of Total**

**Case Processing Summary**

Case

	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Responses	270	100.0%	0	0.0%	270	100.0%
Respondent						

**Chi-Square Test**

	Value	Df	Asymptotic Significance W (2-sided)
Pearson Chi-Square	13.673 <sup>a</sup>	4	.452
Likelihood Ratio	3.753	4	.440
Linear-by-Linear Association	.226	1	.635
N of Valid Cases	270		

a. cells (0.0%) have expected count less than 5. The minimum expected count is 13.33.

#### **Step 5: Decision Criteria**

The decision rule states that the null hypotheses should be rejected if the calculated value is greater than the critical/table value or do not reject the null hypothesis if the critical value is greater than calculated value. From the above calculations, the calculated value is 13.673 while the critical value is 9.488 at 5% level of significance and 4 degree of freedom. This reveals that the calculated value is greater than the critical value. Based on this, we rejected the null hypothesis and conclude that pack aestheticness has significant effect on consumer loyalty of Tecno Phones in Yenagoa metropolis.

#### **Discussion of Results**

The analysis in the testing hypothesis one revealed that packaging had significant effect on consumer buying behaviour of Tecno Phones in Yenagoa metropolis. This led to the decision of rejecting the null since the calculated value of 11.465 was greater than the critical value of 9.488 that was determined at 5% level of significance and four degree of freedom. This result is in consensus with the findings made on the study by Olawepo, G.T. and Ibojo, B.O (2015): on the relationship between packaging and consumers purchase intension; in which it was found that packaging is an engine that propel uniqueness of a product in the market, the picture quality and other attributes of packaging stand out amongst other products so as to draws attention of customers.

The analyses on hypothesis two indicated that pack colour had significant effects on consumers' attractiveness of Tecno Phones in Yenagoa metropolis. This led to the decision of rejecting the null hypothesis, since the calculated value of 14.448 was greater than the critical/table value of 9.488 which was ascertained at 5% level of significance and four degree freedom. This result is in accordance with the findings made on earlier study by Mahmaz Aserfpour et al, (2015), on "the role of product colour in consumer behaviour". In which it was found that the increase of attracting customers with regard to the functional nature of each product and its appropriate color is paramount.

More so, the analyzed data on hypothesis three showed that labeling has significant effects on consumer patronage of Tecno Phones in Yenagoa metropolis. This led to the decision of rejecting the null hypothesis, since calculated value of 26.61 was greater than the critical/table value of 9.488 which was ascertained at 5% level of significance and four degree freedom. This result is in accordance with Nabil Jeedi and Imedzaiem: The Impact of label perception on the consumer's purchase intension. An application on food product, which was able to determine the degree of important consumers give labels, and to define the impact of these quality's signals on the consumer's purchase intention.

The analyses on hypothesis four indicated that product design has significant effect on consumers' preferences of Tecno Phones in Yenagoa metropolis. The decision was taken by the researcher because the null hypothesis was rejected, since the calculated value 30.815 was greater than the critical/table value of 9.488 which was ascertained at 5% level of significance and four degree freedom. This result is in accordance with the findings made on earlier study by Godfrey and David (2012): 'Factors influence on packaging design in an impulse consumer



purchasing', in which it was found that there are many functions to packaging design in order to ease and communicate with customers.

The analyses on hypothesis five indicated that pack aestheticness has significant influence on consumers' loyalty of Tecno Phones in Yenagoa metropolis. The decision was taken by the researcher because the null hypothesis was rejected, since the calculated value 13.673 was greater than the critical/table value of 9.488 which was ascertained at 5% level of significance and four degree freedom. This result is in accordance with the findings made on earlier study by Sara Ahmend Javed (2015) 'effect of visual product aesthetics on consumers' price sensitivity', in which it was found that visual aesthetics of products and its sub-dimensions including value, acumen and response are negatively associated with price sensitivity.

### **SUMMARY OF CONCLUSION**

From the findings of this study, the researcher therefore concludes that packaging has significant influence on consumers' buying behaviour of Tecno Phones in Yenagoa metropolis. The researcher concludes that pack colour has significant effects on consumers' attractiveness of Tecno Phones in Yenagoa metropolis. In addition, the research concludes that labeling has significant effects on consumer's patronage of Tecno Phones in Yenagoa metropolis. More so, the research concludes that product design has significant effects on consumers' patronage of Tecno Phones in Yenagoa metropolis. More so, the research concludes that product design has significant effects on consumers' concludes that pack aestheticness has significant effects on consumer's loyalty of Tecno Phones in Yenagoa metropolis.

### **RECOMMENDATIONS**

Based on the findings and conclusion of this study, the following recommendations were made:

1. The researcher recommends that Tecno Phones should frequently\*\* use adequate packaging so as to stimulate more consumers and customers to choose their product. Packaging plays a significant role to Tecno Phones. Organization that want to increase their market share should adopt the use of adequate packaging in their production plan.
2. Secondly, the researcher recommends that Tecno Phones should frequently use bright colour on their product in order to attract more customers.
3. In addition, the researcher recommends that Tecno Phones should frequently use informative and good typography labeling to ensure constant patronage. Organizations that want to ensure constant patronage should use informative and typographic labeling to ensure constant patronage.
4. More so, the researcher recommends that Tecno Phones should consistently use adorable product design in their packaging in order to retain consumers' steady preference. Product design plays a significant role in packaging as such, the researcher advice that organizations should adopt adorable product design in order to increase their patronage.
5. Lastly, the researcher recommends that Tecno Phone should adequately use valuable pack in their packaging so that customers will have more demand for their products.

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